



EXPLORING CUSTOMER MOTIVATION AND BEHAVIOURAL INTENTION: A CASE
STUDY OF MALAYSIAN CHINESE UNIVERSITY STUDENTS AND THEIR
BEHAVIOURAL INTENTIONS ON USING XIAOHONGSHU (RED)

DENA BONG KAH HUAN

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF CORPORATE COMMUNICATION (HONS)

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

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DENA BONG KAH HUAN

APPROVAL FORM

This research paper attached hereto, entitled “Exploring Customer Motivation and Behavioural Intention: A Case Study of Malaysian Chinese University Students and Their Behavioural Intentions on Using XiaoHongShu (RED)” prepared and submitted by Dena Bong Kah Huan in partial fulfilment of the requirements for the Bachelor of Corporate Communication (HONS) is hereby accepted.

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Supervisor

Dr. Santhidran a/l Sinnappan

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Date: 3rd May 2024

SUBMISSION OF FINAL YEAR PROJECT / DISSERTATION / THESIS

I, Dena Bong Kah Huan (ID No: 2001605) hereby certify that I have completed this final year project / dissertation / thesis* titled “Exploring Customer Motivation and Behavioural Intention: A Case Study of Malaysian Chinese University Students and Their Behavioural Intentions on using Xiaohongshu (RED)” under the supervision of Dr. Santhidran a/l Sinnappan from the Department of Mass Communication, Faculty of Creative Industries.

I understand that the University may upload the softcopy of my final year project in PDF to the UTAR Institutional Repository, which may be made accessible to the UTAR community and public.

Yours truly,



DENA BONG KAH HUAN

ABSTRACT

Social media has a significant influence on human life, and people will utilise it for different purposes to satisfy their needs. The rise of XiaoHongShu, commonly known as RED, has gained significant attention in Malaysian society due to its widespread usage among the population. This study aims to study the relationship between customer motivation and behavioural intention when using RED among Chinese students enrolled in Malaysia's universities with the application of Uses and Gratification Theory. A cross-sectional study involving 104 respondents was undertaken using the purposive sampling approach. The collected data were analysed using the SPSS software. The targeted respondents were Malaysian Chinese university students aged between 18 and 27 years old, with the majority falling within the 21 to 23 age range ($n = 77, 74\%$). The instruments used were Information-Seeking Scale, Relaxing Entertainment Scale, Social Interaction Scale, Purchase Intention Scale, and Engagement Scale. The finding of this study showed that there is a significant positive relationship between customer motivation and behavioural intention ($r = 0.712$). Information seeking motivation served as the primary factor in university students browsing RED, while purchase intention is a significant factor influencing behavioural intention. The findings would provide a practical insight for businesses and content creators to define marketing strategies by understanding customer motivations.


Keywords: Social Media, XiaoHongShu, Customer Motivation, Behaviour Intention, Uses and Gratification Theory

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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TABLE OF CONTENTS

	Page
ABSTRACT	i
DECLARATION	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGRUES	vi
CHAPTERS	
I INTRODUCTION	1
Background of the Study	1
Problem Statement	3
Research Objective	4
Research Questions	4
Research Hypothesis	4
Significance of Study	5
II LITERATURE REVIEW	6
The Rise of RED	6
Customer Motivation	7
Information Seeking Motivation	7
Entertainment Motivation	7
Social Interaction Motivation	8
Behavioural Intention	8
Purchase Intention	9
Word-of-Mouth Intention	9
Customer Motivation and Behavioural Intention	9
Research Gap	10
Theoretical Framework	11
Conceptual Framework	12
III METHODOLOGY	13
Research Design	13
Cross-Sectional Survey Design	13
Instruments and Measurements	14
Participants and Procedures	17

	Target Population	17
	Purposive Sampling	18
	Data Collection Procedures	18
	Pilot Study	19
	Actual Study	20
IV	FINDINGS & ANALYSIS	21
	Descriptive Statistics	21
	Demographic Characteristics	21
	Descriptive Analysis of the Variables	22
	Analysis of Data Distributions	22
	Valid Responses	22
	Reliability Test	23
	Factor Analysis	24
	Data Analysis	27
	Data Validation and Missing Data	28
V	DISCUSSION & CONCLUSION	29
	Discussion	29
	RQ1	29
	RQ2	30
	RQ3	31
	Implications	32
	Theoretical Implication	32
	Practical Implication	33
	Limitations	34
	Recommendations for Future Research	35
	Conclusion	37
	REFERENCES	38
Appendix A	XiaoHongShu Estimated Active Users by Country	44
Appendix B	Questions References	45
Appendix C	Survey Questionnaire	47
Appendix D	Original Data	53
Appendix E	Scree Plot of the Exploratory Factor Analysis for 25 Items	60
Appendix F	Turnitin Report	61

LIST OF TABLES

Table		Page
3.1	Questions for each determinant of customer motivation	15
3.2	Questions for each determinant of behavioural intention	16
3.3	Reliability of instruments in pilot study (n=30)	19
4.1	Demographic information of participants (n = 104)	21
4.2	Descriptive analysis of the variables (n=104)	22
4.3	Reliability of instruments in actual study (n=104)	23
4.4	KMO and Bartlett's test	24
4.5	Cumulative variance explained	25
4.6	Correlation among variables (n=104)	26
4.7	Correlation in actual study (n=104)	26

LIST OF FIGURES

Figure		Page
1	Conceptual Framework	12

CHAPTER I

INTRODUCTION

Background of the Study

The rapid evolution of information technology has triggered the explosion of social media platforms and social networking sites globally in recent decades. This technological evolution has significantly enhanced societal connectivity, providing people with diverse and convenient platforms for various purposes. Among these platforms, social media stands out as a primary source of information and knowledge dissemination, transcending geographical and time-based limitations. According to Statista Research Development (2023), over 78.5 % of Malaysians were active social media users by January 2023, with a notable portion expressing addiction to these platforms, attributing it to their overall satisfaction. The Digital 2023 Global Overview Report reported that Malaysians spend an average of less than 3 hours per day on social media, yet the collective time spent can reach up to 20 hours, highlighting the widespread influence of social media in everyday life (Kemp et al., 2023). In recent years, social media platforms such as TikTok and Instagram have viewed a surge in popularity within Malaysian society. Concurrently, the emergence of XiaoHongShu, a Chinese social media application, has gained significant popularity, especially among Malaysian Chinese youth.

XiaoHongShu, also known as RED, was founded in 2013 by Miranda Qu Fang and Charlwin Mao Wenchao, aiming to integrate social networking with electronic commerce (e-commerce) services (Olcott & Liu, 2022). This lifestyle-sharing platform allows users to express their thoughts, lives, and experiences through text, pictures, and videos. Yu and Alizadeh (2023) highlighted that XiaoHongShu has evolved into a crucial tool for daily engagement, serving various purposes such as communication, entertainment, commerce, and information sharing. Indeed, RED has successfully differentiated itself in the competitive

environment of social media platforms, particularly within the Malaysian Chinese demographic. RED's unique features in terms of lifestyle-sharing and integration of e-commerce services have contributed to its effectiveness in connecting with users. The diverse features offered by RED have successfully attracted a growing number of youth users, showcasing its usefulness for various purposes. This surge in usage has caught the attention of businesses and marketers interested in utilising RED's effectiveness to reach their target audience. Therefore, RED's ability to attract and maintain its large user base, along with its shareability and findable product recommendations, sets it apart from other social media platforms.

In a competitive landscape dominated by prominent social media platforms such as TikTok and Instagram, RED has successfully captured the attention of young Malaysians, especially the Malaysian Chinese demographic. As reported by the Official Data Management Platform of XiaoHongShu, despite strong competition, RED has acquired 2.5 million users in Malaysia, mostly aged between 20 and 35, with over 80 % being women (OctoPlus Media, 2023). This surge in users indicates a significant preference for RED among young adults. RED's success aligns with its marketing messages, offering a multi-purpose platform that caters to the diverse needs of its users. RED's emphasis on user-generated content serves as the foundation of its function, fostering an environment where users share experiences in beauty, fashion, lifestyle, and travel. This exchange of experiences not only motivates users but also encourages interaction, creating a dynamic and engaging community within the RED platform. Ultimately, customer motivation is the driving force behind the choice to use RED.

Problem Statement

In recent years, the evolution of social media platforms has transformed the landscape of customer behaviour and engagement within the society. As mentioned earlier, the rapid adoption of RED in Malaysia, with 2.5 million users, primarily aged between 20 and 35 showed that it is prominent among young adults (Appendix A). This underscores the importance of understanding customer motivations in driving engagement and usage of the platform among university students and young adults within the social media landscape. With RED gaining prominence as a marketing platform in Malaysia, understanding the relationship becomes important for businesses, content creators, and even platform developers to establish effective marketing strategies and initiatives.

Despite the growing popularity of RED, there is a significant gap in understanding the underlying motivations driving user usage and subsequent behavioural intentions, especially among Malaysian university students (detailed in Chapter 2). There is a need to understand the influences shaping the usage trends of the young population on RED, as it served as a new application within the Malaysian community (*Digital Marketing Trends in Malaysia 2024*, 2024). Given the cultural background and educational environment of these students, it is likely that they have different motives than other user groups. This study focuses on Chinese descent, students as RED is a Chinese social media platform. This gap in knowledge shows the necessity for in-depth investigation into the relationship between customer motivation and behavioural intention among Malaysian Chinese university students using RED.

Research Objective

The objective of this study is to study the relationship between customer motivation and behavioural intention while using RED. It is to understand how the motivations of RED users for various purposes influence their behavioural intentions toward a product, brand, or individual while engaging with RED.

Research Questions

This study encompasses three research questions:

RQ1: Is there significant relationship between customer motivation and their behavioural intention?

RQ2: What are the factors that motivate Malaysian Chinese university students to use RED?

RQ3: What are the factors that influence the intention of Malaysian Chinese university students to perform a behaviour?

Research Hypothesis

The hypothesis proposed for this research is that there is a significant positive relationship between customer motivation and their behavioural intention towards a matter (such as a product, a brand, or a person) while using RED. If one has a high level of customer motivation towards a particular matter, a high level of their behavioural intention to take real action.

Significance of Study

With the growing social media trend in Malaysia, RED has become one of the marketing platforms for businesses seeking to expand their market. It is crucial for businesses, regardless of their size of operation, to understand the suitable marketing strategies or promotional methods for reaching their target audiences. Chen et al. (2021) underscored the importance for businesses to maximize the value of users' motivations within social media brands. By interpreting these motivations, businesses can better adapt their approaches to align with the preferences of this demographic, enhancing competitiveness in their industries. This study provides insights into customer engagement dynamics on platforms such as RED, aiding businesses in crafting successful communication strategies.

Furthermore, the findings of the study help content creators in defining their posting strategies based on customer motives, thus facilitating customer behavioural intentions. By understanding these motivations, content creators can gain a loyal follower base through lifestyle content shared via text, images, and videos. Aside from that, the public who intends to be a content creator can leverage this understanding to attract followers. This content creator will be able to share their lifestyle that matches the user's preferences based on their motivation for using the app. By understanding and learning the factors that motivate users to search for information, content creators can improve their power of influence.

This study aims to benefit businesses and content creators by examining the relationship motivations and intentions among young generations, which are Malaysian Chinese university students, on using RED. Thus, understanding these motivations is crucial for businesses seeking to tailor marketing strategies effectively and for content creators aiming to grab the influence of social media on users' behaviour to attract more followers.

CHAPTER II

LITERATURE REVIEW

The Rise of RED

The prevalence of social media platforms has drawn significant attention due to its growing user base and engagement levels. Past studies found that RED provide user preference feature, attributed to its popularity. Sun and Ly (2022) discovered that the strong perceived usefulness of RED has sustained the users' loyalty, despite they have had an unfavourable experience with the suggestions from other users. Lin and Shen (2023) further highlighted the effectiveness of RED in content marketing, particularly in areas such as travel and fashion. As noted by Jie et al. (2021, as cited in Yu and Alizadeh, 2023), the platform's similarity to Instagram, especially in its functionality and appeal to the young Chinese demographic emphasizes its growing influence. Liu (2023) underscores RED's role in attracting young users, contributing to its popularity.

Several studies have found RED's impact extends beyond mere engagement, influencing on users' behavioural intentions, particularly in purchase intention. Lin and Shen (2023) emphasize the platform's content marketing as a catalyst for consumer behaviour, fostering community engagement and influencing purchasing decisions. Similarly, Sun and Ly (2022) found that despite initial uncertainty, users exhibit high expectations after engaging with RED's content which refers to users' word-of-mouth, influencing their purchasing decisions. However, existing research primarily focuses on purchase intentions, overlooking RED's diverse functionalities and user motivations. Besides, there is a tendency among researchers to overlook the specificity of a singular social media platform, potentially limiting the comprehensiveness of their findings.

Customer Motivation

Customer motivation can be defined as the underlying factor that encourages individuals to engage with a specific tool, such as a device or platform, during the process of making decisions. Falgoust et al. (2022) examined customer motivations using the theoretical framework of Uses and Gratifications theory across six dimensions which are entertainment, convenience and utility for widespread communication, increasing social interaction, finding social support, seeking and sharing information, and escaping from everyday life, identifying the motivational factors behind young adults' participation in viral social media challenges on TikTok. Indeed, several researchers have examined the concept of customer motivation across three dimensions: information seeking, entertainment, and social interaction (Liu & Bakici, 2019; Chen et al., 2021; Yu & Alizadeh, 2023). Hence, this study aims to explore three motivating factors, including information seeking motivation, entertainment motivation, and social interaction motivation.

Information seeking motivation. This motivation refers to users who utilize social media platforms with the specific goal of searching for relevant information. Chen et al. (2021) highlighted that the rapid dissemination and extensive reach of social media, effectively delivering information to customers. Motives for seeking information can be different and may include activities such as seeking and sharing information, acquiring communicative utility, gaining social information, observation, and self-documentation (Buzeta et al., 2020).

Entertainment motivation. This motivation refers to users who are using the social media platform with the purpose of entertaining themselves, to enjoy and relax themselves. Buzeta et al. (2020) defined entertainment motivation as the tendency of an individual to seek an escape from issues, emotional release, relaxation, cultural delight, passing time, and having pleasure. Similarly, Chen et al. (2021) found that individuals can access entertainment content

via social media platforms, where they actively seek enjoyable and calming experiences while fulfilling their unique interests during their free time.

Social interaction motivation. This motivation refers to users who are using social media platforms to make friends or connect with their family, relatives, friends, and other users on the same platform. Zhu and Chen (2015) as cited in Buzeta et al. (2020), emphasize the role of social media in fostering connections and community engagement. Similarly, Chen et al. (2021) highlighted that social media platforms offer new opportunities for user networking, such as chat, instant messaging, publishing, and online comments. Ultimately, in the current era of rapid technological advancement and widespread use of social media, it becomes increasingly important to clearly define customer motivation.

Behavioural Intention

Behavioural intention is interrelated to the motivating factors that influence an individual's intent to engage in a specific action. Given the challenges associated with accurately measuring behaviour, the focus of this study is to investigate intention rather than actual behaviour. This is supported by Casaló et al. (2010), who studied the intention to engage in an online travel network due to difficulties associated with measuring real behaviours. According to Chen et al. (2022), behaviour intention is a cognitive concept that involves the knowledge gained by customers following their experience with services, which is a stage in the decision-making process of customers. It is essential to gain an in-depth understanding of the various aspects influencing consumers' behavioural intentions as it functions to stimulate and foster their actual behaviours. Prior studies have conducted investigations into the various dimensions of behavioural intentions.

Purchase intention. This is defined as the customer's willingness both before and leading up to purchasing a particular product after reviewing social media content (Ponte et al., 2015; Chen & Lin, 2019; Lin & Shen, 2023). Wibowo et al. (2020) highlights the importance of purchase intention in driving consumer behaviour, particularly in response to social media content. Once information has been obtained, customers often evaluate, consider, contrast, and ultimately make a purchase.

Word-of-mouth intention. Word-of-mouth (WOM) intention involves individuals actively discussing or recommending a product or service to others. Mishra et al. (2018) found that teenagers are heavy Internet users that more likely to involve in WOM. Brown (2005) underscored the influence of WOM in shaping consumer perceptions and actions through social networking and interpersonal information-sharing processes. Certainly, Mikalef et al. (2013) emphasized that individuals who gain product knowledge and adapt to the latest trends tend to engage more in WOM activities.

Customer Motivation and Behavioural Intention

Previous research has proven that customer motivation is correlated with behavioural intention (Chen et al., 2021; Hidayah & Rodhiah, 2022; Wang & Oh, 2023; Yu & Alizadeh, 2023). To illustrate, Liu and Bakici (2019) revealed that customer motivation act as a primary incentive that drives consumer behaviour and gives it direction and purpose. Behavioural intention signifies the desire and belief of individuals demonstrated through predictable future actions before the formation of an attitude towards a specific object (Chen et al. 2021). Chen et al. (2021) investigated the relationship between customer motivation and behavioural intention in using China's social media platform – Weibo. Hidayah and Rodhiah (2022) identified a remarkable correlation on social media platforms between online purchase

intention and customer motivation (particularly social and empowering motivating factors) in online retail business on social media. Similarly, Yu and Alizadeh (2023) investigate the motivation and behaviour of Malaysian Chinese users of Chinese social media platforms (including Facebook, RED, Douyin, Weibo and Instagram. Wang and Oh (2023) found that consumers' continuous purchase intention will indicate the gratifications of their information searching on TikTok. This means that the stronger the intention to perform the behaviour, the more likely the behaviour will be performed. Wibowo et al. (2020) and Chen et al. (2022) demonstrated that behavioural intention serves as a primary indicator of customer behaviour. While some studies acknowledge the connection between motivation and behavioural intention, few have explored this relationship within the context of specific social media platforms such as RED.

Research Gap

Despite widespread research on social media usage and user behaviour, significant gaps exist in understanding the users' motivations and their behavioural intentions on RED. While existing studies provide valuable insights into broad motivations and theoretical frameworks, few explore the specific factors driving engagement and action on the platform. Additionally, the Uses and Gratification Theory offers a promising framework for understanding user behaviour but its application to specific platforms like RED requires further study. Therefore, this study aims to fill these gaps by investigating the relationship between customer motivation and behavioural intention among Malaysian Chinese university students using RED, thus offering valuable insights for businesses and content creators.

Theoretical Framework

The study adopts the Uses and Gratification (U&G) Theory to explore the connection between customer motivation and behavioural intention, interpreting media users as active agents who control their media consumption. Initially proposed by Katz et al. (1973) and expanded by McQuail (1983), U&G theory focuses on fulfilling users' needs and gratifications from selected media. As shown in Figure 1, this study focuses on exclusively three dimensions derived from U&G Theory among the six dimensions mentioned above. Research has applied U&G theory to understand why individuals choose specific media, particularly in social media contexts where users actively seek information, entertainment, and social interaction (Buzeta et al., 2020; Kaur et al., 2020; Falgoust et al., 2022; Yu & Alizadeh, 2023; Wang & Oh, 2023). Moreover, U&G theory highlights users' active role and their freedom to choose preferred media based on expected gratifications (Katz et al., 1973). This theory has been applied to explore motives and behavioural intentions across various social media platforms (Quan-Haase & Young, 2010; Kaur et al., 2020; Chen et al., 2021; Menon, 2022; Yu & Alizadeh, 2023).

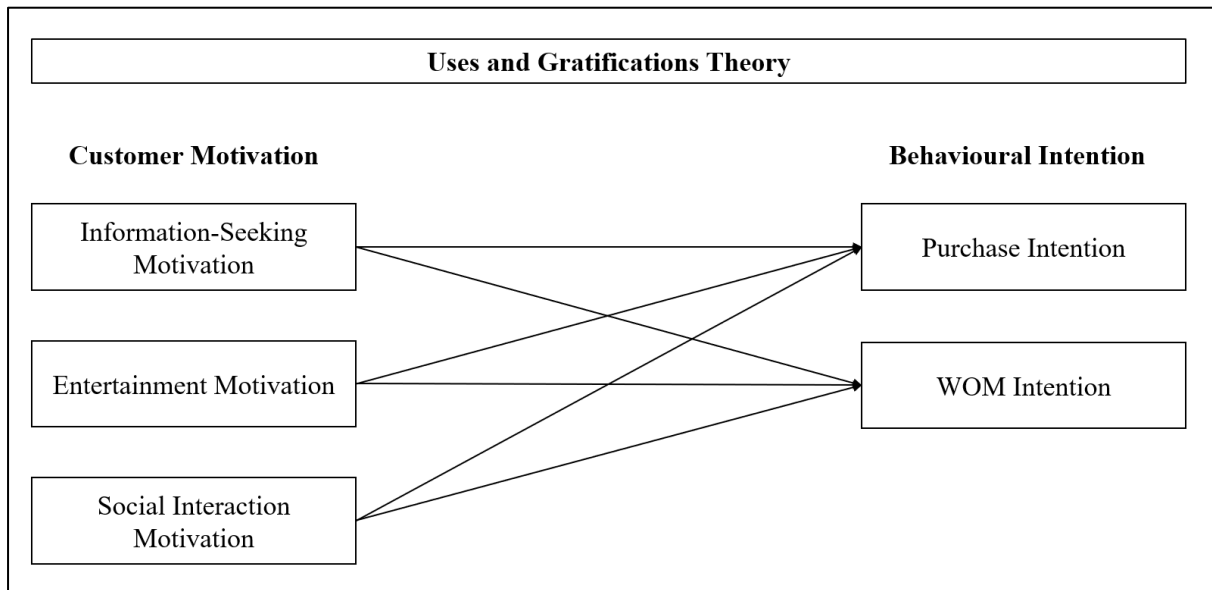
Conceptual Framework

Figure 1. The conceptual framework of “Exploring Customer Motivation and Behavioural Intention: A Case Study of Malaysian Chinese University Students and Their Behavioural Intentions on Using XiaoHongShu (RED)” (adapted and modified from Chen et al., 2021).

Figure 1 demonstrated the conceptual framework adopted and modified from Chen et al. (2021). This study aims to examine the relationship between customers’ motivation and behavioural intention while using XiaoHongShu (RED). In this research, customer motivation represents the independent variables (IV), whereas behavioural intention represents the dependent variable (DV). To help with the examination of the variables, few factors are included under IV and DV. The Uses and Gratification theory is applied to examine the relationship between the IV and DV comprehensively. This model that showed the relationship between customer motivation and behavioural intention will be identified using the correlation analysis.

CHAPTER III

METHODOLOGY

Research Design

Cross-sectional survey design. This study adopted a cross-sectional survey design to examine the relationship between customer motivation and their behavioural intention on using RED. By gathering numerical data from representative population samples, this quantitative and correlational design can investigate the relationship and provide a statistical outcome. In accordance with Lavrakas (2008), a cross-sectional survey represents an observational research method that involves the collection of data from a randomly selected sample of individuals at a specific point in time. This research design was chosen for its efficiency in acquiring data from a broad demographic, involving individuals with different perspectives within a specified timeframe.

In examining the relationship between customer motivation and behavioural intention among Malaysian university students, the adoption of a cross-sectional survey design proves advantageous. This research facilitates the data collection from a wide range target of university students through a structured survey questionnaire. The online survey questionnaire method was chosen for its cost-effectiveness and analytical convenience. This research applies a self-report questionnaire through a survey method to gather a large sample of population voluntarily at once. Alternatively, a cross-sectional survey design was carried out to provide a valid and economically feasible method for collecting data from a large and diverse number of participants simultaneously. This aids in identify trends, relationships, and patterns within the sample population.

Instruments and Measurements

The survey included questions adopted from previous studies to understand customer motivation for the RED user population sample. Questions also determined the behavioural intention of RED users after they browsed the content in RED. There are three factors to determine customer motivation related to U&G theory: information-seeking motivation, entertainment motivation and social interaction motivation. Scales for customer motivation were created based on a set of questions from Khan (2017). RED use motivations were measured with a set of 14 questions showed in Table 3.1, with three scales for three different factors for customer motivation.

The determinants for customer motivation consisted of 14 items that were modified from the social media application of Khan (2017) (Appendix B) on YouTube to this research focus application, RED. To measure information-seeking motivation, the Seeking Information Scale developed by Khan (2017) is adopted as the survey question. The Seeking Information Scale consisted of 4 items that included questions about gaining information and learning new skills. Additionally, the Relaxing Entertainment Scale by Khan (2017) involved 6 items and included questions related to relaxing, enjoying, entertaining, and filling the time. Lastly, the Social Interaction Scale by Khan (2017) consisted of 4 items that referred to maintain relationships and engage with other RED users. Participants will be informed of all 14 items in customer motivation, which is ‘On average in any given week, express how likely it is that you use Xiao Hong Shu...?’. A 5-point Likert scale, with “Very Unlikely” scored as 1 and “Very Likely” scored as 5, was used to measure the stated items.

The behavioural intention was measured with a set of 11 items shown in Table 3.2, with two scales for the three determinants of behavioural intention. To measure the purchase intention, there were 2 sets of questions developed by Alawan (2018) and Zhao et al. (2020)

(Appendix B) that are being modified and utilized in the research. The Purchase Intention Scale by Zhao et al. (2020) consisted of 3 items but considering the suitability of the question to the RED users, only 2 items were being used. The selected 2 questions included the users' referring action when purchasing and how their purchase decision can be influenced by the contents in RED. Additionally, there were 4 items developed by Alawan (2018) to measure the purchase intention of social media users, including willingness, desire, likeliness, and intention to purchase. Besides that, for the word-of-mouth (WOM) intention, there were 5 items being adopted. Due to the question suitability, 3 out of 5 items in The Engagement Scale by Mikalef et al. (2013) were adopted, including appreciation action as well as sharing opinion and information. There were 2 items developed by Brown (2005) that were modified and adopted as the question to measure the WOM intention, including the recommendation of RED to relatives and friends. A 7-point Likert scale, with "Strong Disagree" scoring as 1 and "Strongly Agree" scoring as 5, was used to measure the stated items.

Table 3.1

Questions for each determinant of customer motivation

Customer Motivation	On average in any given week, express how likely it is that you use Xiao Hong Shu ...?	1	2	3	4	5
Information-Seeking (<i>Seeking Information Scale</i>)	To get information about things that I interested.					
	To learn new skills.					
	To find out the latest trends.					
	To follow up with current issues and events.					
Entertainment	To be entertained					

<i>(Relaxing Entertainment Scale)</i>							
	To derive pleasure						
	To engage in recreational activities						
	To fill my time as there are no other compelling activities						
	To unwind and destress						
	To fill time when bored						
<i>Social Interaction (Social Interaction Scale)</i>	To keep in touch with other Xiao Hong Shu users.						
	To connect with interesting individuals						
	To foster a sense of belonging within the Xiao Hong Shu community						
	To engage with individuals who share similar values to mine.						

Table 3.2

Questions for each determinant of behavioural intention

Behavioural Intention		1	2	3	4	5	6	7
<i>Purchase Intention (Purchase Intention Scale)</i>	I will refer notes on Xiao Hong Shu when purchasing.							
	When perusing notes on Xiao Hong Shu, my decision to make a purchase can be influenced.							
	I am willing to buy products suggested in the notes on Xiao Hong Shu.							
	I desire to buy products that are recommended by Xiao Hong Shu users.							
	I am likely to buy products that I like because of content on Xiao Hong Shu.							

	I intend to buy products recommended by the Xiao Hong Shu users.								
Word-Of-Mouth Intention (Engagement Scale)	I will recommend Xiao Hong Shu to my relatives.								
	I will recommend Xiao Hong Shu to my friends								
	When I see a product I like on Xiao Hong Shu, I will use a “Like” or “comment” function to show my appreciation.								
	I would say positive things through Xiao Hong Shu about products I like.								
	Sometimes, I share with my friends through Xiao Hong Shu about notes (products, brands, or services) that I like.								

Participants and Procedures

Target population. This study focuses on Malaysian Chinese university students aged between 18 and 27 years old, particularly in West Malaysia, regardless of gender. The sample for this study consisted of up to 104 Malaysian Chinese university students after filtering. Research questions have been formulated using Google Forms and distributed online through the provided links. A consent form has been provided to ensure participants comprehend the entire research process and its objectives. In addition, participation in the survey is voluntary, and participants willingly share their perspectives by completing the survey. Prior to responding to the distributed questions, participants are required to agree to the terms outlined in the consent form. The participant selection criteria require that individuals must be Malaysian university students and users of RED. This criterion is crucial for ensuring that the collected data aligns with the research objectives.

The targeted population in this study will be Malaysian Chinese university students who are currently enrolled in their study. This reason is these students serve as a representative of the youngsters or young adults in Malaysia. Yu and Alizadeh (2023) found that most of the

participants in their study on the motives and behaviour of Malaysian Chinese using China's social media were students, indicating a younger demographic with an age range of 18 to 25 years old. Hence, the sample selection of Malaysian university students is the most suitable population group that aids in studying the relationship of IV and DV in this research.

Purposive sampling. Considering the most effective and convenient method for data collection in this research, this research opts for purposive sampling, which is a form of non-probability sampling. Non-probability sampling is applied in this study due to the convenience and availability of distribute the questionnaire via social media platforms. Purposive sampling refers to selecting participants from a population who meet the desired characteristics. In this study, target participants must be university students aged between 18 to 27 years old. According to Campbell et al. (2020), purposive sampling is better matching of the sample to the objectives of the study, aiding to boost the trustworthiness of the data collection and findings. Therefore, for its accuracy and ability to generate representative data, purposive sampling was selected as the sampling method for this study.

Data collection procedures. An online questionnaire, developed through Google Forms, was distributed across multiple social media platforms (including Instagram, XiaoHongShu, and WhatsApp) to optimize targeted sample's (university students who are enrolled in West Malaysia) engagement. The survey questionnaire consisted of 4 main sections: screening, demographic information, determinants of customer motivation (comprising the Seeking Information Scale, Relaxing Entertainment Scale, and Social Interaction Scale), and determinants of behavioural intention (including the Purchase Intention Scale and Engagement Scale). The screening section is vital in ensuring respondents are RED users. The privacy of respondents was maintained by not requesting names. Ethical clearance approval was given by the university before initiating the data collection procedure, ensuring compliance of this survey with ethical standards, and preventing any ethical violations.

Pilot study. A small-scale preliminary study was conducted before the actual study with the aim to assess the possibility of the study design. Collected data will be analysed by using SPSS software. As a results, 30 samples were collected to access the reliability and validity of the study. In the pilot study, some participants expressed concerns about the complexity and length of the survey questions. As a precautionary measure to avoid confusion in the actual study, the questions have been amended achieve validity, concision, and clarity.

Table 3.3

Reliability of instruments in pilot study (n=30)

Variable	Number of Items	Cronbach's Alpha Pilot Study
ISS	4	.89
RES	6	.92
SIS	4	.86
PIS	6	.93
ES	5	.93

Note. ISS = Seeking Information Scale, RES = Relaxing Entertainment Scale, SIS = Social Interaction Scale, PIS = Purchase Intention Scale, ES = Engagement Scale.

The pilot study was administered using Google Forms and distributed via WhatsApp, Instagram, and Facebook over a one-week period. As indicated in Table 3.3, 30 responses were obtained to evaluate the reliability. According to Tavakol and Dennick (2011), a reliability coefficient of 0.70 or higher is considered acceptable for each scale or instrument. All items exhibited a commendable Cronbach's alpha value exceeding 0.70. Consequently, no modifications were made to the instruments for the actual study. The reliability of the survey

questionnaire can be established through the incorporation of questions and scales developed by various authors.

Actual study. A larger-scale study was conducted with a target population of 100 respondents through the distribution of questionnaires via various social media platforms, including Instagram, XiaoHongShu, and WhatsApp. Collected data will be analysed by using SPSS software. As a results, a total of 114 samples were collected throughout the one-month long data collection period. 10 of the 114 samples were being eliminated due to geographical location and ethnic group focus considerations. The detailed results are presented in the findings section (see Chapter 4).

CHAPTER IV

FINDINGS AND ANALYSIS

Descriptive Statistics

Tabel 4.1

Demographic information of participants (n = 104)

	<i>n</i>	%
Gender		
Male	41	39.4
Female	63	60.6
Age		
18 – 20	7	6.7
21 – 23	77	74.0
24 – 26	15	14.4
27 and above	5	4.8
Educational Background		
Diploma	3	2.9
Undergraduate	80	76.9
Postgraduate	10	9.6
Master	11	10.6

Note. *n* = number of cases; % = percentage

Demographic characteristics. Table 4.1 shows the demographics profile of the study respondents. A total of 104 respondents met the criteria of being university-level students and were considered valid for inclusion in the study. In terms of gender distribution, the respondents comprised 60.6% female ($n = 63$) and 39.4% males ($n = 41$). The finding of female responses being the majority aligns with the statistic reported by OctoPlus Media (2023). The age range of the respondents was between 18 and 27 years old. Up to 74% of respondents ($n = 77$) were aged between 21 to 23. This aligns with the research by Gao et al. (2022), who found that university students aged 18 to 23 are addicted to social media. There was a smaller proportion ($n = 5$, 4.8%) were aged 27 and above. None of the respondents were younger than 18 years old. Most respondents ($n = 80$, 76.9%) were undergraduate, while others were enrolled in master's, diploma, or postgraduate programmes.

Tabel 4.2

Descriptive analysis of the variables (n=104)

Variable	Min	Max	Mean	Std. Dev
ISS	1.00	5.00	4.18	.66
RES	1.00	5.00	4.15	.62
SIS	1.00	5.00	3.51	1.02
PIS	1.00	7.00	5.65	1.12
ES	1.00	7.00	5.62	1.11

Note. Min = Minimum; Max = Maximum; Std. Dev = Standard Deviation; ISS = Seeking Information Scale, RES = Relaxing Entertainment Scale, SIS = Social Interaction Scale, PIS = Purchase Intention Scale, ES = Engagement Scale.

Descriptive analysis of the variables. Table 4.2 showed the descriptive analysis of the 5 variables. The mean value of ISS, RES and SIS are above the average score of 3, ranging between 3.51 to 4.18. PIS and ES are above the average score of 3.5, ranging between 5.62 and 5.65. The standard deviation values from 0.62 to 1.12. These results indicate that respondents positively utilize RED to fulfil gratifications, thereby enhancing their behavioural intention.

Analysis of Data Distributions

Valid responses. After one month of data collection, a total of 114 samples were collected. After filtering, a total of 104 respondents was valid responses to access the reliability and validity of the study. Some respondents were excluded due to geographic criteria, as the study focused specifically on university students in West Malaysia. The online survey questionnaires were distributed using Google Forms and shared via RED, Instagram, and WhatsApp to achieve the target of 100 respondents and above.

Table 4.3

Reliability of instruments in actual study (n=104)

Variable	Number of Items	Cronbach's Alpha Pilot Study
ISS	4	.79
RES	6	.84
SIS	4	.91
PIS	6	.92
ES	5	.90

Note. ISS = Seeking Information Scale, RES = Relaxing Entertainment Scale, SIS = Social Interaction Scale, PIS = Purchase Intention Scale, ES = Engagement Scale.

Reliability Test. As shown in Table 4.3, the instruments used in the actual study showed a high internal consistency. All questions were maintained in the actual study because the reliability results in the pilot study showed acceptable reliability, with Cronbach's alpha value of 0.70 and above. According to Tavakol and Dennick (2011), that a reliability coefficient of 0.70 or higher is considered acceptable for each scale or instrument. Hence, no modifications were made to the instruments used in the actual study. As mentioned before, the reliability of the survey questionnaire can be ensured by adopting questions and scales developed by past studies.

Factor Analysis

Table 4.4

KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	1934.780
	df	300
	Sig.	<.001

In this study, the suitability of the collected dataset for factor analysis was assessed using SPSS. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy granted a value of 0.902, with a significant p-value of <0.01 (as listed in Table 4.4). This high KMO value indicates sufficient items for each factor, while the significant p-value indicates that the correlation matrix is significant, supporting the suitability of conducting factor analysis on the dataset. According to Shkeer and Awang (2019), the KMO measure must exceed 0.60 with the significance value of Bartlett's Test of Sphericity less than 0.05, indicating the sampling is adequate and acceptable. Therefore, based on these statistical tests and in accordance with the guidelines proposed by Shkeer and Awang (2019), we conclude that the dataset meets the necessary criteria for conducting meaningful factor analysis. The high KMO value and significant Bartlett's Test of Sphericity support the existence of underlying variables that can be investigated and extracted from the dataset.

Table 4.5

Cumulative variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.370	45.481	45.481	11.370	45.481	45.481
2	2.109	8.435	53.915	2.109	8.435	53.915
3	1.707	6.829	60.744	1.707	6.829	60.744
4	1.570	6.278	67.022	1.570	6.278	67.022
5	1.179	4.716	71.738	1.179	4.716	71.738
6	.849	3.396	75.134			
7	.755	3.018	78.153			
8	.682	2.729	80.881			
9	.627	2.510	83.391			
10	.543	2.172	85.564			
11	.475	1.899	87.462			
12	.414	1.654	89.116			
13	.372	1.488	90.604			
14	.327	1.308	91.911			
15	.275	1.101	93.012			
16	.262	1.049	94.062			
17	.248	.994	95.055			
18	.226	.904	95.959			
19	.199	.796	96.755			
20	.186	.742	97.497			
21	.169	.677	98.175			
22	.131	.526	98.700			
23	.125	.498	99.199			
24	.110	.440	99.639			
25	.090	.361	100.000			

As shown in Table 4.5, there were 5 factors correlate to 25 items that identified following the extraction process, collectively accounting for 71.738% of the variance in the dataset and less than 30% loss of information. According to Morgan and George (2014), the variance in the data is explained by the first five factors. This high percentage of explained variance indicates that the factor analysis was effective in uncovering the underlying patterns and structure of the data.

Table 4.6

Correlation among variables (n=104)

	ISS	RES	SIS	PIS	ES
ISS	1				
RES	.623**	1			
SIS	.592**	.565**	1		
PIS	.645**	.573**	.572**	1	
ES	.528**	.577**	.472**	.639**	1

Note. ISS = Seeking Information Scale, RES = Relaxing Entertainment Scale, SIS = Social Interaction Scale, PIS = Purchase Intention Scale, ES = Engagement Scale.

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.6 showed a significant positive correlation between factors of customer motivation and behavioural intention regarding RED content. The obtained p-value, which is <0.01, indicates statistical significance at a level below 0.05, proving the data significantly deviates from a normal distribution (Wathan et al., 2019). This means that during the hypothesis testing phase of the actual study, the sample shown a high correlation coefficient. Therefore, correlations within factors demonstrate the validity of the conceptual framework that is adopted and modified from previous research (refer to Figure 1).

Table 4.7

Correlation in actual study (n=104)

	CM	BI
CM	1	
BI	.712**	1

Note. CM = Customer Motivation, BI = Behavioural Intention

** . Correlation is significant at the 0.01 level (2-tailed).

The findings revealed a significant positive correlation between customer motivation and their behavioural intention regarding RED content via the Pearson Correlation Coefficient test. The findings indicate a substantial and highly positive correlation between the variables of customer motivation and behavioural intention ($r = 0.712$, $n = 104$, $p < 0.01$). The obtained p-value, which is < 0.01 , indicates statistical significance at a level below 0.05, evidencing the data significantly deviates from a normal distribution (Wathan et al., 2019). This implies that during the hypothesis testing phase of the actual study, the sample exhibited a high correlation coefficient. Specifically, the correlation coefficient (as depicted in Table 4.7) is 0.712, indicating a moderately positive correlation. Hence, the analysis underscores that customer motivation is highly significant to behavioural intention to enact real action.

Data Analysis

H: There is a significant positive relationship between customer motivation and their behavioural intention towards a matter (such as a product, a brand, or a person) while using RED.

The assumptions towards the relationship between customer motivation and behavioural intention were observed, including the Pearson Product-Moment Correlation was conducted. The results shown in Table 4.6 indicated all the correlation among 5 variables while Table 4.7, $r(104) = 0.712$, $p < 0.01$, indicated the correlation between customer motivation and behavioural intention. The results indicated that there was a significant positive relationship between customer motivation and behavioural intention. The correlation between customer motivation and behavioural intention was high based on Wathan et al. (2019). Thus, the higher the level of customer motivation towards a particular matter, the higher the level of their behavioural intention to take real action.

Data Validation and Missing Data

After completing the missing data detection process, no missing data was identified; therefore, no imputation of missing data conducted. However, the choice of specifying the university's location to narrow down and exclude the target demographic was available, yet the selection of "East Malaysia" was deleted. As a result, there remained a total of 104 valid data points available for further analysis following the exclusion.

CHAPTER V

DISCUSSION AND CONCLUSION

Discussion

RQ1. This study examined the relationship between customer motivation and behavioural intention regarding XiaoHongShu (RED) content among Malaysian Chinese university students. The results demonstrated a significant positive correlation ($r = 0.712, p < 0.01$) between customer motivation and behavioural intention, indicating a strong association where higher motivation levels corresponded to stronger behavioural intentions. This finding aligns with previous research emphasized the importance of customer motivation in driving actual actions (Liu & Bakici, 2019; Buzeta et al., 2020; Chen et al., 2021; Yu & Alizadeh, 2023). The significant relationship between customer motivation and behavioural intention (see Table 4.6 & 4.7) indicates a strong positive implication, along with the application of Uses and Gratification Theory for exploring why users choose to engage with the RED application. This suggests that higher levels of customer motivation tend to correlate with stronger behavioural intentions towards using RED. Ultimately, the analysis indicated that customer motivation is highly significant to behavioural intention to perform real action.

Within the three factors of customer motivation and two factors of behavioural intention, there is a significant positive relationship between information-seeking motivation and purchase intention ($r = 0.623, p < 0.01$). This finding is consistent with prior studies' highlighting that information-seeking is the primary reason that facilitates purchase intention (Hidayah & Rodhiah, 2022; Wang & Oh, 2023). Similarly, the significant associations between information-seeking motivation and social interaction motivation with word-of-mouth intention ($r = 0.528, p < 0.01$) supported by the findings of Mikalef et al. (2013), which suggest

that users who engage in browsing products are likely to share the information they find with friends, thereby attracting more potential customers.

RQ2. This study identifies that information-seeking motivation, followed by entertainment motivation and social interaction motivation, significantly motivates Malaysian Chinese university students to use RED. The examination of these three factors of customer motivations revealed that they all significantly influence the use of RED among Malaysian Chinese university students (refer to Table 4.2). These findings are consistent with prior studies that highlight these three factors as key drivers of customer motivation on social media (Liu & Bakici, 2019; Chen et al., 2021; Yu & Alizadeh, 2023).

Entertainment motivation appears as the second most important motivation, followed by social interaction motivation. This reflects that university students prefer to browse RED for relaxation and entertainment purposes. This finding is consistent with a finding by Yu and Alizadeh (2023) that emphasizes social media usage for entertainment. However, the findings of this study on information-seeking motivation serving as the primary reason differ from Wang and Oh (2023), where they suggest that enjoyment emerged as the most influential factor. Although social interaction motivation may have a less significant role in this study, it still represents an important motivation for university students using RED to engage with like-minded individuals. This aligns with previous research highlighting the social nature of social media platforms (Buzeta et al., 2020; Chen et al., 2021).

The results indicated that information-seeking motivation in using RED to obtain desired information is the primary driver for Malaysian Chinese university students, this aligns with previous research emphasising social media's role in information seeking (Buzeta et al., 2020; Chen et al., 2021; Yu & Alizadeh, 2023). This is supported by the findings of Kang et al. (2022) that information-seeking is a primary factor due to the functions of social media

platforms on information search in relation to online word-of-mouth behaviour, which is more influential in driving consumer purchasing decisions. This suggests that Malaysian Chinese university students primarily use RED to gather information before making decisions. In contrast to the findings of this study, Karimi et al. (2014) highlighted that higher education students preferred engaging with community and peer networks through social networking sites, followed by information-seeking motivation and entertainment motivation. Similarly, Wang and Oh (2023) also emphasise the role of social presence, which emotionally connects users and influences consumer behaviour, including search, subscriptions, and purchase intentions.

RQ3. Purchase intention is a significant factor influencing the behavioural intentions of Malaysian Chinese university students, followed by word-of-mouth intention. This aligns with the findings of Hidayah and Rodhiah (2022), indicating that millennial consumers prefer to gather information through online reviews and seek opinions from peers on digital platforms to build trust and influence purchase intentions. Similarly, Mishra et al. (2018) found that young users influenced by online information are prone to engage in word-of-mouth communication. As mentioned above, the findings of Kang et al. (2022) and Wang and Oh (2023) also showed the role of social media in influencing users' purchase intentions. Both purchase intention and word-of-mouth intention significantly contribute to overall behavioural intentions, influenced by respondents' motives and perhaps affecting their behavioural intentions, as reflected in the study results (refer to Table 4.6).

The findings showed that university students rely on RED to fulfil their personal needs, demonstrating a link between motivation and behavioural intention (detailed in Table 4.2). In this study, SPSS was employed for correlation analysis to assess independent variable (customer motivation) contribute to dependent variables (behavioural intention). Gender and

age range were selected as control variables to enhance external validity and ensure scientific credibility. Other demographic factors such as ethnicity, educational background, and state of study were used for filtering eligibility and did not significantly influence the latent variables studied. This approach helps understand how motivations influence behavioural intentions on RED among Malaysian Chinese university students, informing strategies for targeted marketing and user engagement.

Implications

Theoretical implication. The findings of this study can be applied to the Uses and Gratification (U&G) Theory to understand the reason of target sample to choose RED over other social media platforms. Indeed, this study utilises the U&G Theory (Katz et al., 1973; McQuail, 1983) to understand why individuals choose specific social media platforms to fulfil specific needs and gratifications, particularly why Malaysian Chinese university students choose RED instead of other social media platforms while in need. This theory contributed to variables such as customer motivations (including information-seeking motivation, entertainment motivation, and social interaction motivation) and how these motivations relate to behavioural intentions (including purchase intention and word-of-mouth intention). Other motivations are not being examined in this study due to the challenge of handling more variables. By applying this theoretical perspective, researchers can investigate how different motives drive user behavioural intention on RED. The significant relationship ($r = 0.712$) observed indicates a strong positive association, suggesting that higher levels of customer motivation are linked to greater behavioural intentions to use RED. This finding highlights the importance of understanding customer motivations in predicting their behavioural intentions towards RED.

As showed in Table 4.2, university students rely on the studied motivations while using RED. This further explained that these students are attracted to the app's features and functions, particularly its role in enabling the sharing of information within the app. In addition, university students use RED to relax and unwind themselves. Meanwhile, they are able to engage with their peers or the community to exchange information. These three factors of customer motivation are consistent to the gratification sought as per U&G Theory. The findings are consistent with the theory, which showed a strong positive correlation between RED usage and behavioural intentions, suggesting users are indeed driven by specific motives. These findings align with previous studies that have highlighted similar motivations among social media users, where users actively seek entertainment, social interaction, and information within social media contexts (Buzeta et al., 2020; Kaur et al., 2020; Falgoust et al., 2022; Yu & Alizadeh, 2023; Wang & Oh, 2023).

Practical implication. This study provides a practical framework for businesses to recognise the significant factors that are influencing their customers' behavioural intentions. This means the study helps the businesses understand the needs of their target audiences towards a certain matter, particularly products or services. Indeed, they are able to adopt appropriate marketing approaches for reaching their target audiences, interpreting how motivations influence further actions. As an example, university students prioritise browsing information while using RED, which means that businesses can provide information through the app and engage with potential customers. This aligns with Mishra et al. (2018), who noted that teenagers obtain information from the Internet, making it crucial for marketers to have a strong presence online, including on social media platforms, to effectively attract adolescents. Besides, Chen et al. (2021) emphasised the importance for businesses to maximise the value of information, entertainment, and social interaction in social media brands and to create interactive content to attract customers and stimulate their motivations. In addition,

understanding user motivations within the context of the U&G Theory can inform marketing strategies aimed at enhancing user engagement and satisfaction in RED. Hence, the businesses could aim for high engagement and acceptance from their target audience towards their brand.

Furthermore, this study offers valuable insights for content creators to better understand the needs and gratifications of their followers and potential followers. As e-commerce continues to thrive and individuals seek to become content creators, it becomes essential to first comprehend their needs and create content that resonates with those needs. By organizing to their audience's content preferences and delivering satisfying experiences through their posts, content creators can attract more attention and build trust with their followers. Understanding RED users' motives enables aspiring content creators to strategically attract followers by aligning their posts with these motivations for enhanced engagement and meaningful connections with followers. Thus, content creators who leverage these insights can optimise their content strategies and maximise their power of influence within RED.

Limitations

The first limitation of the study is the small scale of targeted sample, potentially limiting the findings to a broader population. The study focused exclusively on Malaysian Chinese university students studying in West Malaysia, which may not fully represent the wider population. The questionnaire initially received responses from 114 individuals, with 10 of them from East Malaysia. Also, some respondents belonged to other ethnic groups, like Malay and Iban. As a result, there are 104 respondents being analysed after filtering. The narrow focus on a specific demographic, limited genders, and age groups restricts the findings to a more diverse or representative population of Malaysian users using the RED application.

Secondly, the study encountered challenges in data collection due to time constraints and limited access to sources during the study's progression. Despite efforts to distribute the questionnaire across various social media platforms, including Instagram, RED, and WhatsApp, the process was time-consuming and constrained by application-specific limitations, which caused the inclusion of more responses was challenging. Within these few social media platforms, interacting with users on RED was difficult due to platform restrictions, and this has altered both parties' response rates and engagement. Furthermore, relying merely on online distribution methods restricts access to potential respondents who may not be active or accessible online, potentially restricting the sample towards online users rather than a physically engaged population.

Thirdly, the literature review and theoretical foundation of the study need to be expanded and improved to enhance validity and reliability. A more extensive exploration of prior studies would have strengthened the theoretical foundations and validated the relationship between the customer motivation and behavioural intention. Due to time constraints during the study's progression, the scope of literature exploration was limited, resulting in a narrower theoretical framework and potential oversight of relevant studies that could have enriched the analysis. Therefore, a more comprehensive review of prior research would have enhanced the study's theoretical foundations and provided a stronger basis for understanding the relationship between customer motivation and behavioural intention.

Recommendations for Future Research

Future research could incorporate more diverse samples to improve the external validity of the results. A broader population including both East and West Malaysia will allow for more accurate data collection, resulting in a more insightful study that can benefit educational,

marketing, and corporate fields. Moreover, it is recommended to include participants from various ethnic backgrounds (such as Malay, Indian, and Indigenous groups) to provide a more inclusive knowledge of customer behaviour and motivations related to the RED application. Despite RED being a Chinese social media platform, many non-Chinese Malaysians proficient in Mandarin also use RED in searching for information or for other purposes. Therefore, gathering information from different regions would enrich the findings with detailed insights.

Future research should incorporate both online and offline questionnaire distribution methods to ensure a more diverse and representative sample, thus validating results across various environments. Utilising a mix of online and offline data collection could broaden participant engagement and mitigate limitations associated with specific platforms. Thus, implement online and offline, which are physical distribution methods that allow for the collection of data in a quick and effective manner. Moreover, it is suggested to also incorporate qualitative methodologies can provide deeper insights into perceptions and experiences related to motivation and behavioural intention in using RED. Therefore, incorporating social media outreach with the physical distribution of surveys or interviews could access a more diverse and representative sample, ensuring greater inclusivity in data collection efforts.

It is recommended to conduct comparative analyses with other prevalent social media platforms in Malaysia. Given the advancements in technology, there are numerous platforms preferred by the younger generation in Malaysia, such as Instagram and TikTok. By comparing RED with these others social media platforms, researchers can discover different user motivations and behavioural intentions across different platforms, providing valuable insights for strategic marketing initiatives. Additionally, considering potential mediating effects in the study design can facilitate a deeper exploration of participants' experiences, preferences, and challenges within the context of using the RED application. This aids to variable analysis and mediation consideration can enhance the validity of future research findings.

Conclusion

The rapid advancement of information technology has led to the widespread adoption of social media platforms worldwide in recent years. Among these platforms, the influence of customer motivation on one of the popular Chinese social media platforms, XiaoHongShu (RED), in Malaysia has gained increasing interest. The findings showed the positive relationship in which university students' motivation to use RED to fulfil their gratifications thus boosts their future actions. This supports the hypothesis made in highlighting the importance of understanding customer motives for businesses and content creators to tailor their marketing strategies and target specific market segments, thereby boosting user engagement.

To enhance data collection, employing both online and physical distribution methods, along with adopting qualitative methods, can overcome the limitations of quantitative approaches. Future research can go deeper into identifying the motives associated with genders and ages that contribute to this relationship, examining how users obtain satisfaction and fulfil their needs through RED. Additionally, future studies might focus on improving statistical analysis and observing variables by targeting different focus groups to obtain accurate outcomes. With all these approaches, researchers can contribute to gaining a more precise understanding of the relationship between motives and behavioural intention. To sum up, the study underscores how RED fulfils university students' gratifications, driving their future actions.

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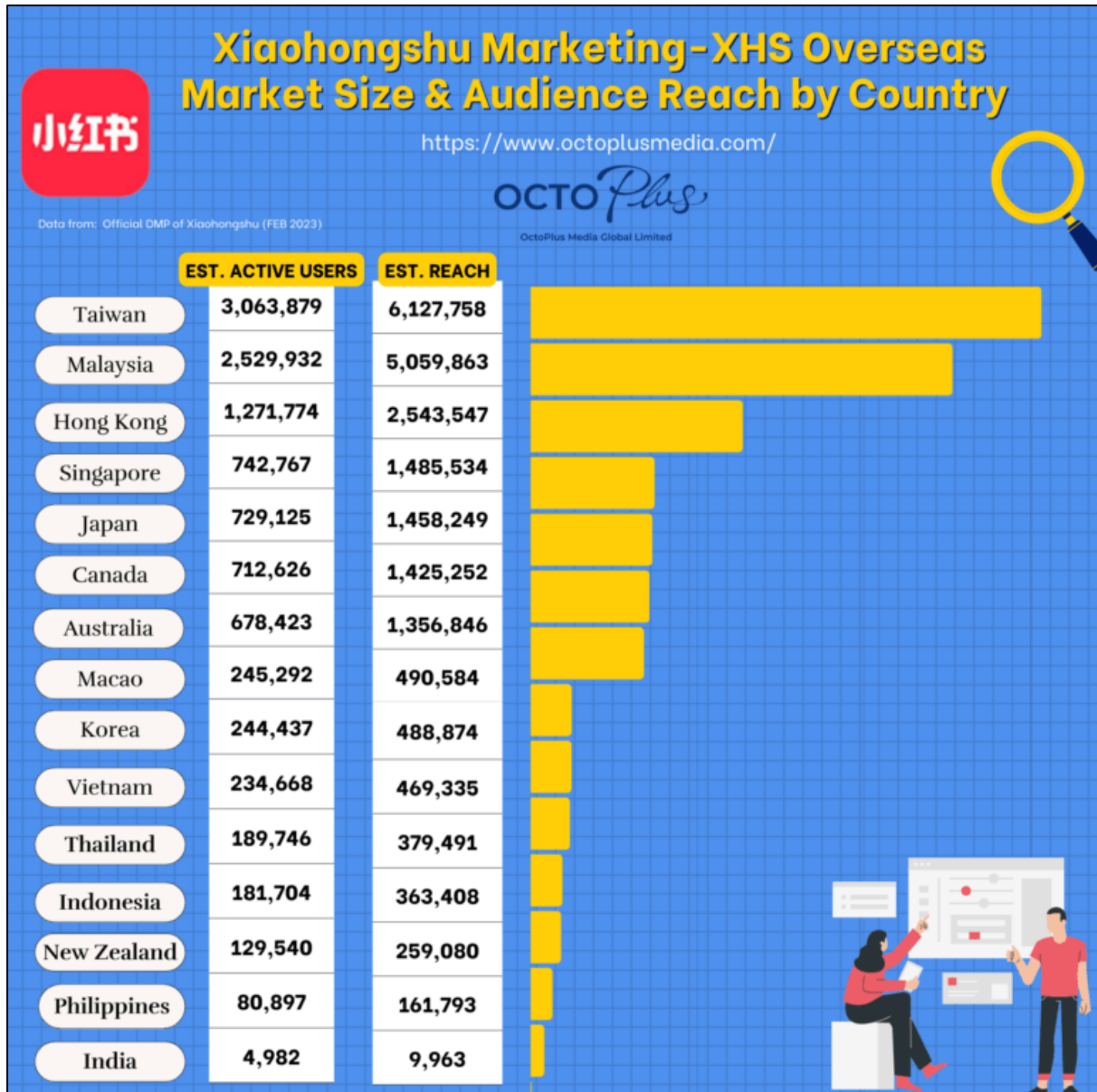
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Appendix A

XiaoHongShu Estimated Active Users by Country



Note. From *Xiaohongshu marketing-XHS overseas market size & audience reach by country*, by OctoPlus Media, 2023, OctoPlus Media (<https://www.octoplusmedia.com/xiaohongshu-marketing-xhs-overseas-market-size-and-audience-reach-by-country/>)

Appendix B

Questions References

Customer Motivation	On average in any given week, express how likely it is that you use Xiao Hong Shu ...?	References
<i>Seeking Information Scale</i>	<p>To get information about things that interest you</p> <p>To learn how to do things</p> <p>To find out what is new out there</p> <p>To keep up with current issues and events</p>	Khan (2017)
<i>Relaxing Entertainment Scale</i>	<p>To be entertained</p> <p>To enjoy</p> <p>To play</p> <p>Because I have nothing better to do</p> <p>To relax</p> <p>To pass the time when bored</p>	Khan (2017)
<i>Social Interaction Scale</i>	<p>To stay in touch with other users</p> <p>To meet interesting people</p> <p>To feel like I belong to a community</p> <p>To connect with people who share some my values</p>	(Khan 2017)

Behavioural Intention		References
<i>Purchase Intention Scale</i>	<p>Notes will be referred to when purchasing.</p> <p>Notes can influence my purchasing decision.</p> <p>I will buy products that are advertised on social media.</p> <p>I desire to buy products that are promoted on advertisements on social media.</p>	<p>Zhao et al. (2020)</p> <p>Alalwan (2018)</p>

	<p>I am likely to buy products that are promoted on social media.</p> <p>I plan to purchase products that are promoted on social media.</p>	
<i>The Engagement Scale</i>	<p>If you were helping your son, daughter, or other close relative make a decision on what dealership to shop for a [brand], how likely is it that you would recommend [dealership]?</p> <p>If a friend were shopping for a [brand], how likely is it that you would recommend [dealership]?</p> <p>When I see a product I like on a Social Media website I use a “Like” or “+1” function to show my appreciation</p> <p>I would say positive things through a Social Media website about products I like</p> <p>I sometimes share with my friends through Social Media, products, brands or services that I like</p>	<p>Brown (2005)</p> <p>Mikalef et al. (2013)</p>

Appendix C

Survey Questionnaire

Exploring Customer Motivation and Behavioral Intention: A Case Study of Malaysian Chinese University Students and Their Behavioral Intentions on Using XiaoHongShu (RED)

Greeting everyone! I am Dena Bong Kah Huan, a Y3S3 student studying Bachelor of Corporate Communications (HONS) from University Tunku Abdul Rahman (UTAR). I am currently conducting a research project entitled “Customer Motivation on its Behavioural Intention: A case study on the behavioural intention of Malaysian Chinese University Students on using XiaoHongShu (RED)”.

This survey aims to investigate the relationship between customers’ motivation and behavioural intentions while using XiaoHongShu (RED). I would greatly appreciate your help by participating in this survey. It will take roughly 5 minutes to complete this survey.

This questionnaire consists of **FOUR** sections:

Section A: Screening (1 question)

Section B: Demographic Information (5 questions)

Section C: Determinants of Customer Motivation (14 questions)

Section D: Determinants of Behavioural Intention (11 questions)

Please answer **ALL** the questions listed in this questionnaire.

Please note that the **CONFIDENTIALITY** of your responses is meticulously assured. The data collected will only be used for educational and research purposes only. If you have any inquiries or doubt, please do not hesitate to contact me through email: denabong@lutar.my (Dena Bong Kah Huan).

Thank you for your time and consideration. Greatly value your cooperation.

Voluntary Nature of the Study

Participation in this research is entirely voluntary. There is no foreseeable risk of harm or discomfort in answering this questionnaire. You may decide to proceed or stop at any time. The response is not traceable back to any individual participant as this is an anonymous questionnaire. As mentioned above, this data collected from this questionnaire will be kept confidential will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.

- Yes (You may proceed to next page)
- No (You may stop here and return the questionnaire to researcher)

Section A: Screening

1. Do you have a XiaoHongShu account?
 - Yes
 - No (You may stop here. Thank you.)

Section B: Demographic Information

In this section, you are required to mark your information in the checkboxes given.

Please note that the information will be kept anonymous.

1. Gender
 - Male
 - Female

2. Age
 - Younger than 18
 - 18-20
 - 21-23
 - 24-26
 - 27 and above

3. Ethnicity
 - Malay
 - Chinese
 - Indian
 - Others: _____

4. Educational Background
 - Diploma
 - Undergraduate
 - Postgraduate

- Master
- PhD
- Professional Certificate

5. Which region of Malaysia University are you enrolled in?

- West Malaysia
- East Malaysia

Section C: Determinants of Customer Motivation

In this section, you will be asked to choose the best answer for customer motivations information.

Please read carefully and mark in the spaces provided. There are no right or wrong answers.

Information-Seeking Motivation [Seeking Information scale]

On average in any given week, express how likely it is that you use XiaoHongShu ...?	1 Very Unlikely	2 Unlikely	3 Neutral	4 Likely	5 Very Likely
To get information about things that I interested.					
To learn new skills.					
To find out the latest trends.					
To follow up with current issues and events.					

Entertainment Motivation [Relaxing Entertainment scale]

On average in any given week, express how likely it is that you use XiaoHongShu ...?	1 Very Unlikely	2 Unlikely	3 Neutral	4 Likely	5 Very Likely
To be entertained.					
To derive pleasure.					
To engage in recreational activities.					
To fill my time as there are no other compelling activities.					

To unwind and destress.					
To fill time when bored.					

Social Interaction Motivation [Social Interaction scale]

On average in any given week, express how likely it is that you use XiaoHongShu ...?	1 Very Unlikely	2 Unlikely	3 Neutral	4 Likely	5 Very Likely
To keep in touch with other XiaoHongShu users.					
To connect with interesting individuals.					
To foster a sense of belonging within the XiaoHongShu community.					
To engage with individuals who share similar values to mine.					

Section D: Determinants of Behavioural Intention

In this section, you will be asked to choose the best answer for behavioural intention information.

Please read carefully and answer in the spaces provided. There are no right or wrong answers.

Purchase Intention [Purchase Intention Scale]

	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
I will refer notes on XiaoHongShu when purchasing.							
When perusing notes on XiaoHongShu, my decision to make a purchase can be influenced.							

I am willing to buy products suggested in the notes on XiaoHongShu.							
I desire to buy products that are recommended by XiaoHongShu users.							
I am likely to buy products that I like because of content on XiaoHongShu.							
I intend to buy products recommended by the XiaoHongShu users.							

WOM Intention [Engagement Scale]

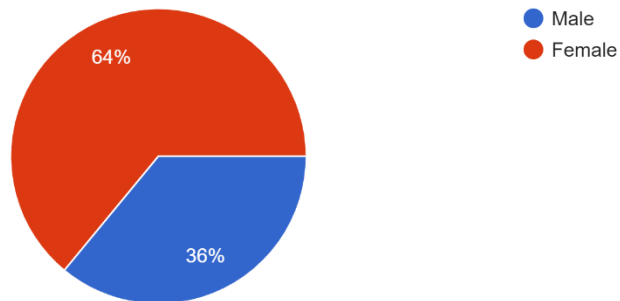
	1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neutral	5 Somewhat Agree	6 Agree	7 Strongly Agree
I will recommend XiaoHongShu to my relatives.							
I will recommend XiaoHongShu to my friends.							
When I see a product I like on XiaoHongShu, I will use a “Like” or “comment” function to show my appreciation.							
I would say positive things through XiaoHongShu							

about products I like.							
Sometimes, I share with my friends through XiaoHongShu about notes (products, brands, or services) that I like.							

	Information-Seeking Motivation	Entertainment Motivation	Entertainment Motivation	Entertainment Motivation	Entertainment Motivation	Entertainment Motivation	Social Interaction Motivation	Social Interaction Motivation	Social Interaction Motivation	Social Interaction Motivation	Social Interaction Motivation	Purchase Intention	Purchase Intention
5	Ve4	Lk5	Ne2	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk7	Strongly Agree	
4	Lk3	Ne3	Ne5	Ve4	Lk1	Ve3	Ne4	Lk3	Ne2	Ur4	Lk3	Somewhat Disagree	
4	Lk4	Lk3	Ne4	Lk3	Ne4	Lk3	Ne4	Lk3	Ne4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve6	Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk3	Ne3	Ne3	Ne4	Lk6	Agree	
4	Lk3	Ne3	Ne4	Lk3	Ne3	Ne3	Ne3	Ne4	Ne3	Ne3	Ne5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve5	Ve5	Ve4	Lk5	Ve4	Lk4	Lk6	Agree	
4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve2	Ur2	Ur4	Lk4	Lk7	Strongly Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk3	Somewhat Disagree	
4	Lk5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Agree	
4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Somewhat Agree	
4	Lk5	Ve5	Ve3	Ne5	Ve3	Ne4	Lk5	Ve4	Lk6	Ve3	Ne7	Strongly Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk3	Ne3	Ne3	Ne3	Ne7	Strongly Agree	
3	Ne5	Ve3	Ne3	Ne5	Ve5	Ve5	Ve2	Ur2	Ur2	Ur3	Ne5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
3	Ne5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve3	Ne4	Lk5	Ve5	Ve7	Strongly Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk3	Somewhat Disagree	
4	Lk4	Lk4	Lk3	Ne4	Lk3	Ne3	Ne3	Ne4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk5	Ve5	Ve4	Lk5	Ve5	Ve5	Ve4	Lk4	Lk5	Ve5	Ve7	Strongly Agree	
3	Ne3	Ne2	Ur1	Ve2	Ur2	Ur1	Ve2	Ur1	Ve2	Ur1	Ve2	Disagree	
2	Ur4	Lk3	Ne3	Ne4	Lk3	Ne3	Ne2	Ur1	Ve2	Ur3	Ne2	Disagree	
2	Ur3	Ne3	Ne3	Ne2	Ur2	Ur2	Ur1	Ve2	Ur2	Ur2	Ur5	Somewhat Agree	
2	Ur5	Ve4	Ve4	Ve4	Lk4	Lk4	Lk2	Ur2	Ur1	Ve1	Ve6	Agree	
5	Ve3	Ne2	Ur3	Ne3	Ne2	Ur3	Ne2	Ur3	Ne3	Ne3	Ne5	Somewhat Agree	
3	Ne4	Lk4	Lk2	Ur4	Lk4	Lk4	Lk1	Ve1	Ve1	Ve1	Ve6	Agree	
3	Ne4	Lk4	Lk3	Ne4	Lk4	Lk3	Ne3	Ne3	Ne3	Ne3	Ne6	Agree	
4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk4	Lk4	Lk3	Ne3	Ne6	Agree	
4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
3	Ne3	Ne3	Ne3	Ne4	Lk3	Ne3	Ne3	Ne2	Ur2	Ur2	Ur5	Somewhat Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve5	Ve4	Lk3	Ne4	Lk2	Ur2	Ur3	Ne2	Ur7	Strongly Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve6	Agree	
4	Lk4	Lk4	Lk2	Ur4	Lk3	Ne4	Lk2	Ur2	Ur2	Ur4	Lk5	Somewhat Agree	
1	Ve5	Ve5	Ve4	Lk4	Lk5	Ve5	Ve2	Ur4	Lk1	Ve2	Ur1	Strongly Disagree	
2	Ur3	Ne3	Ne3	Ne3	Ne3	Ne3	Ne2	Ur2	Ur2	Ur2	Ur4	Neutral	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve7	Strongly Agree	
5	Ve5	Ve4	Lk4	Lk5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve3	Ne4	Lk2	Ur4	Lk6	Agree	
4	Lk5	Ve5	Ve5	Ve4	Lk5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve7	Strongly Agree	
5	Ve5	Ve4	Lk5	Ve4	Lk5	Ve5	Ve1	Ve2	Ur5	Ve4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve4	Lk5	Ve5	Ve4	Lk2	Ur2	Ur4	Lk4	Lk7	Strongly Agree	
5	Ve4	Lk4	Lk2	Ur4	Lk4	Lk2	Ur2	Ur3	Ne4	Lk4	Lk7	Strongly Agree	
3	Ne4	Lk4	Lk4	Lk5	Ve4	Lk5	Ve2	Ur2	Ur3	Ne3	Ne4	Neutral	
4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk2	Ur2	Ur2	Ur3	Ne2	Ur3	Agree	
5	Ve4	Lk3	Ne4	Lk5	Ve5	Ve5	Ve4	Lk3	Ne3	Ne3	Ne3	Somewhat Disagree	
4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk3	Ne4	Lk4	Lk4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve7	Strongly Agree	
5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve5	Ve5	Lk3	Ne4	Lk5	Ve5	Somewhat Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve7	Strongly Agree	
4	Lk5	Ve5	Ve5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk6	Agree	
5	Ve2	Ur2	Ur4	Lk2	Ur2	Ur4	Lk4	Lk2	Ur4	Lk5	Ve7	Strongly Agree	
4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk5	Ve2	Ur3	Ne2	Ur2	Ur5	Somewhat Agree	
4	Lk4	Lk4	Lk5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve4	Lk5	Ve7	Strongly Agree	
4	Lk3	Ne4	Lk3	Ne3	Ne4	Lk4	Lk3	Ne3	Ne4	Lk3	Ne3	Somewhat Disagree	
5	Ve5	Ve4	Lk4	Lk5	Ve5	Ve5	Ve2	Ur4	Lk2	Ur4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve2	Ur2	Ur2	Ur2	Ur1	Ve2	Ur2	Ur2	Ur5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk3	Ne3	Ne3	Ne3	Ne6	Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk2	Ur4	Lk4	Lk4	Lk7	Strongly Agree	
4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk7	Strongly Agree	
5	Ve4	Lk4	Lk5	Ve4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk4	Lk6	Agree	
5	Ve5	Ve4	Lk5	Ve4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk3	Ne4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve5	Ve4	Lk4	Lk5	Ve7	Strongly Agree	
4	Lk5	Ve4	Lk2	Ur2	Ur4	Lk2	Ur2	Ur4	Lk1	Ve2	Ur7	Strongly Agree	
4	Lk5	Ve3	Ne4	Lk4	Lk4	Lk5	Ve2	Ur1	Ve1	Ve2	Ur7	Strongly Agree	
4	Lk5	Ve4	Lk4	Lk3	Ne3	Ne4	Lk2	Ur1	Ve1	Ve1	Ve5	Somewhat Agree	
2	Ur4	Lk3	Ne2	Ur2	Ur3	Ne4	Lk2	Ur2	Ur2	Ur3	Ne5	Somewhat Agree	
2	Ur5	Ve4	Lk3	Ne5	Ve4	Lk5	Ve1	Ve1	Ve1	Ve1	Ve6	Agree	
5	Ve4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk5	Ve6	Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve6	Agree	
5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve5	Ve4	Lk7	Strongly Agree	
5	Ve4	Lk3	Ne4	Lk5	Ve5	Ve5	Ve2	Ur4	Lk3	Ne3	Ne3	Somewhat Disagree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve4	Lk7	Strongly Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve5	Ve7	Strongly Agree	
3	Ne4	Lk4	Lk4	Lk5	Ve5	Ve5	Ve5	Ve4	Lk4	Lk3	Ne4	Neutral	
2	Ur4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk2	Ur2	Ur2	Ur2	Ur6	Agree	
2	Ur5	Ve4	Lk4	Lk5	Ve5	Ve5	Ve2	Ur4	Lk5	Ve4	Lk7	Strongly Agree	
4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
3	Ne4	Lk4	Lk3	Ne4	Lk4	Lk2	Ur2	Ur3	Ne3	Ne3	Ne5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk3	Ne4	Lk5	Ve3	Ne4	Lk5	Ve5	Ve7	Strongly Agree	
5	Ve5	Ve4	Lk4	Lk5	Ve5	Ve5	Ve2	Ur2	Ur4	Lk4	Lk6	Agree	
5	Ve4	Lk4	Lk5	Ve5	Ve3	Ne4	Lk3	Ne3	Ne4	Lk4	Lk6	Agree	
5	Ve5	Ve4	Lk3	Ne4	Lk5	Ve3	Ne3	Ne3	Ne5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve3	Ne5	Ve2	Ur3	Ne2	Ur3	Ne5	Somewhat Agree	
3	Ne4	Lk4	Lk4	Ne4	Lk4	Lk5	Ve3	Ne4	Lk4	Lk4	Lk5	Agree	
4	Lk5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk6	Ve5	Ve5	Agree	
5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve4	Lk5	Ve6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk5	Ve4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk6	Agree	
5	Ve4	Lk5	Ve5	Ve4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
4	Lk4	Lk4	Lk4	Lk5	Ve4	Lk4	Lk4	Lk4	Lk4	Lk4	Lk6	Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk5	Ve5	Ve4	Lk4	Lk4	Lk4	Lk5	Somewhat Agree	
5	Ve4	Lk5	Ve4	Lk4	Lk4	Lk5	Ve5	Ve4	Lk5	Ve4	Lk5	Somewhat Agree	
4	Lk4	Lk4	Lk										

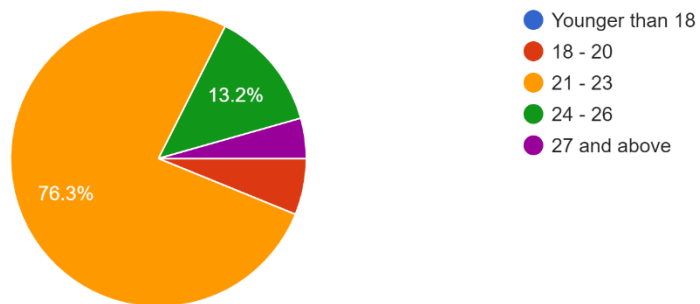
1. Gender

114 responses



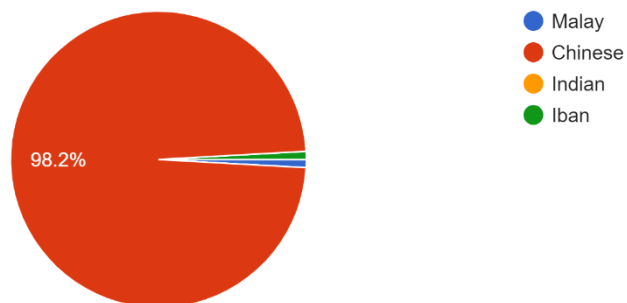
2. Age

114 responses



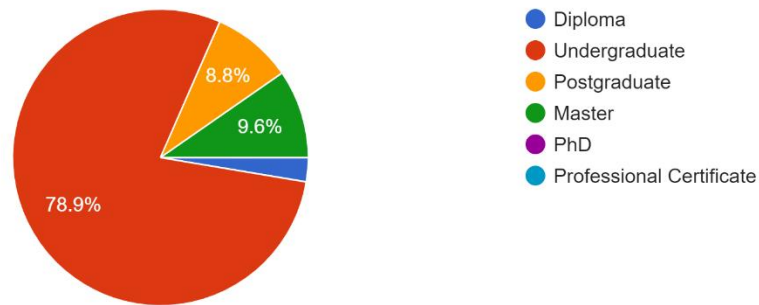
3. Ethnicity

114 responses



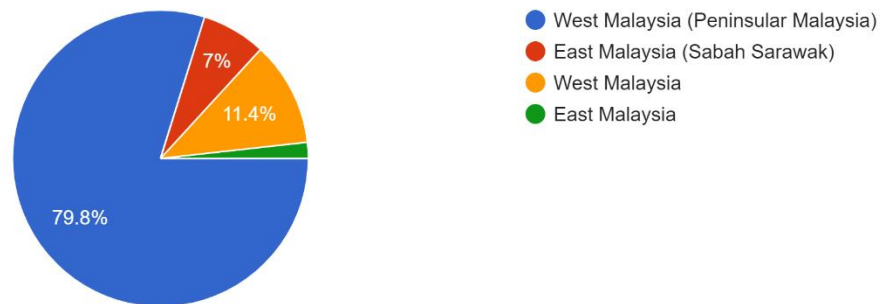
4. Educational Background

114 responses

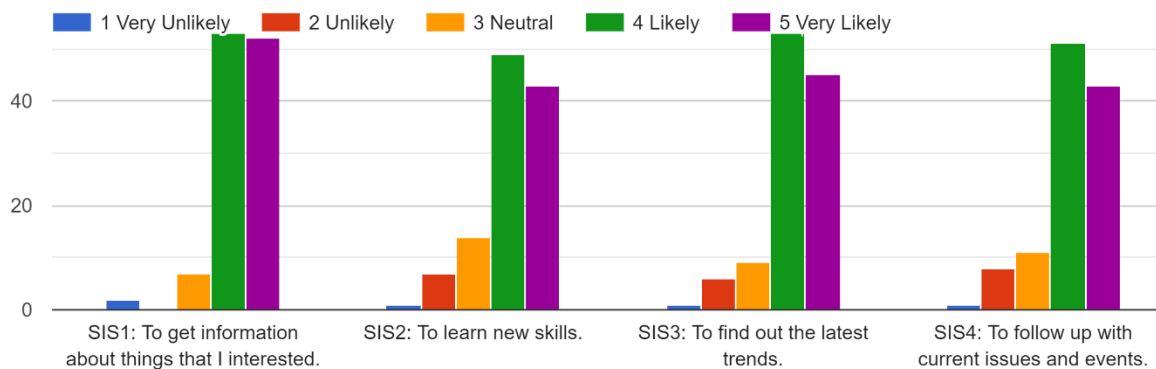


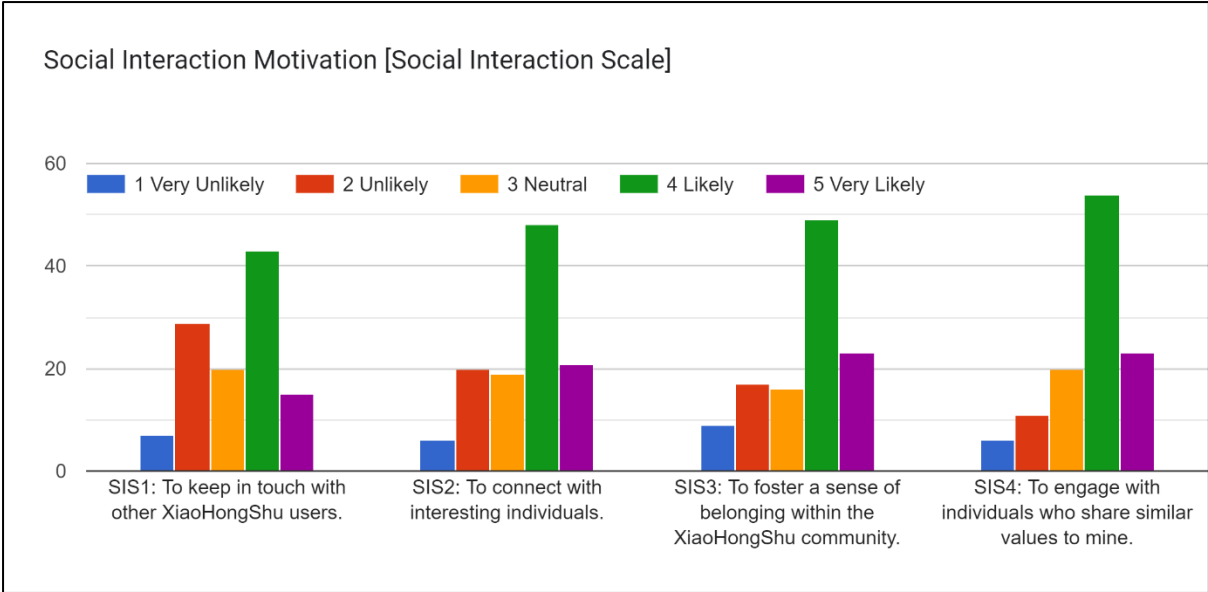
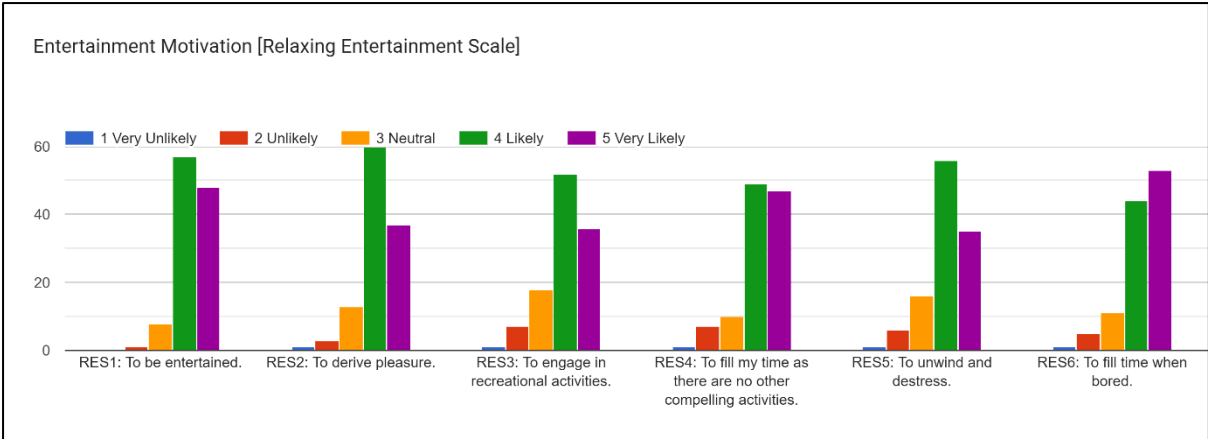
5. Which region of Malaysia University are you enrolled in?

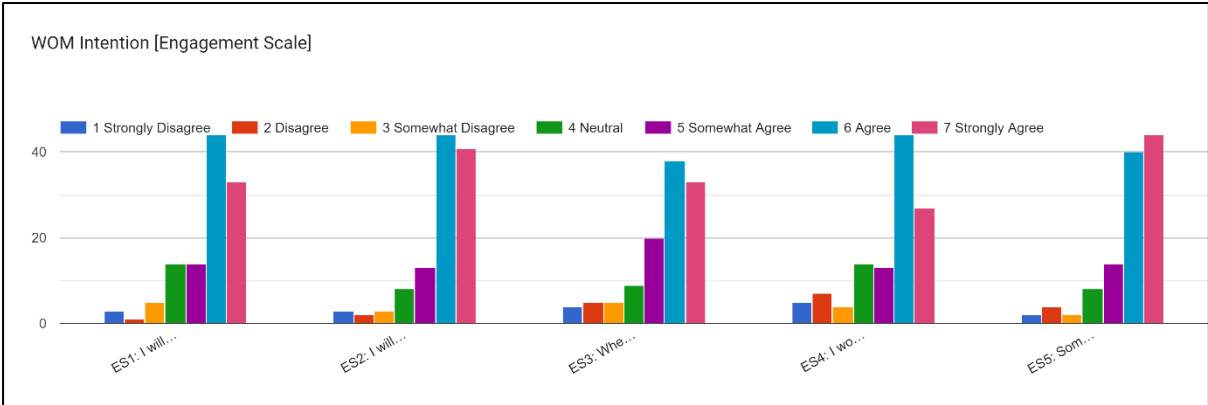
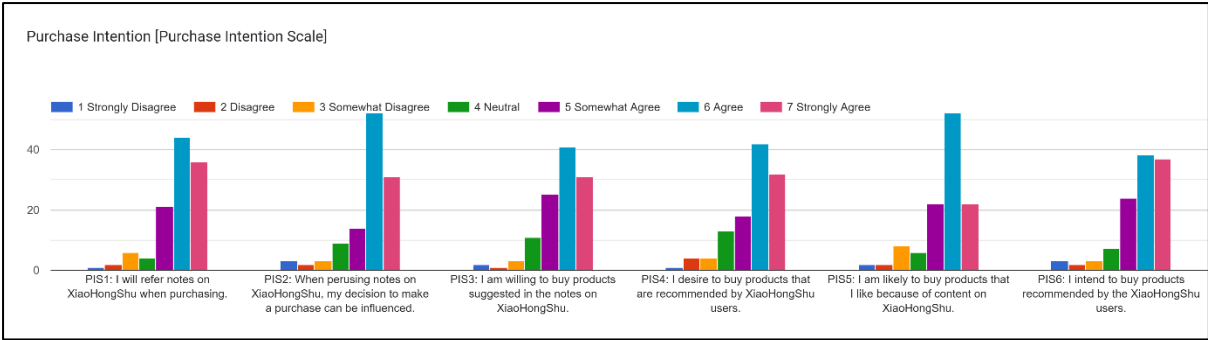
114 responses



Information-Seeking Motivation [Seeking Information Scale]

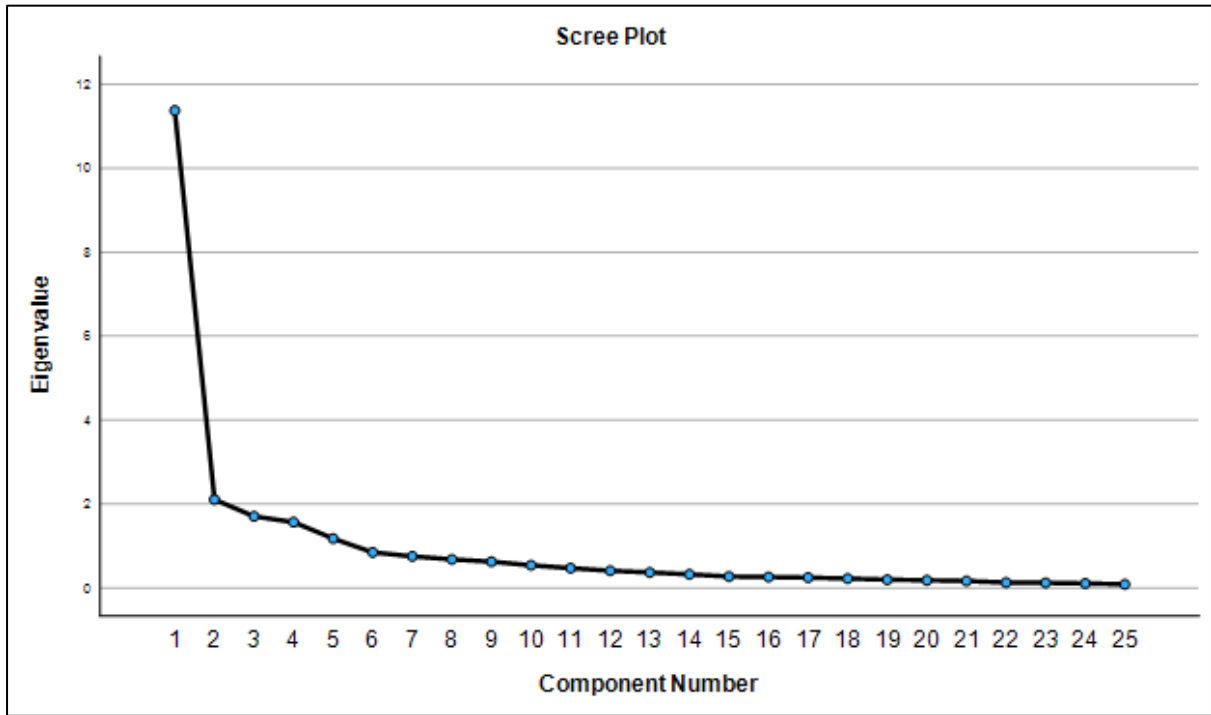






Appendix E

Scree Plot of the Exploratory Factor Analysis for 25 Items



Appendix F

Turnitin Report

FYP_Dena_Final Draft.docx			
ORIGINALITY REPORT			
8%	7%	4%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	commerce.nwu.ac.za Internet Source		1%
2	Xi Chen, Chunlan Jiao, Ran Ji, Yu Li. "Examining Customer Motivation and Its Impact on Customer Engagement Behavior in Social Media: The Mediating Effect of Brand Experience", SAGE Open, 2021 Publication		1%
3	mail.mjltm.org Internet Source		1%
4	icatsd2022.iuh.edu.vn Internet Source		<1%
5	www.ncbi.nlm.nih.gov Internet Source		<1%
6	M. Laeeq Khan. "Social media engagement: What motivates user participation and consumption on YouTube?", Computers in Human Behavior, 2017 Publication		<1%
7	files.eric.ed.gov		

Faculty of Creative Industries
Research Project Evaluation Form

Supervisor / Reviewer : Dr. Santhidran a/l Sinnappan

Student's Name : Dena Bong Kah Huan

Student ID : 20UJB01605

Programme : Bachelor of Corporate Communication (HONS)

Research Project Title: Exploring Customer Motivation and Behavioural Intention: A Case Study of Malaysian Chinese University Students and Their Behavioural Intentions on using Xiaohongshu (RED)

Instruction:

**Please score each descriptor based on the scale provided below:
(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)**

Abstract (5%)	Score	Convert
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		
Subtotal (sum / 4)		
Remark:		
Introduction (10%)	Score	Convert
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/research questions		
Sum		
Subtotal (sum / 2)		
Remark:		
Literature Review (15%)	Score	Convert
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
Sum		

Subtotal (sum *1)		
Remark:		
Methodology (10%)		Score
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		
Findings & Analysis (20%)		Score
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		
Discussion & Conclusion (15%)		Score
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		
Language & Organization (15%)		Score
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		

Subtotal (sum * 1)		
Remark:		
Presentation (10%)	Score	Convert
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		
Remark:		
	TOTAL	100%
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		
	FINAL MARK	100%

****Overall Comments:**

Signature: _____

Date: _____

Notes:

- (1) Sum: The sum of scores for the chapter
- (2) Subtotal: Convert scores from the sum of scores for the chapter
- (3) Total: The summation of all subtotal score

****It's compulsory for the supervisor/reviewer to give the overall comments for the research project with A & F grading.**